

ATTENDANCE AT CULTURAL ATTRACTIONS  
DURING 1988

Total attendance at 74 museums, State monuments, historic sites, zoos, and similar attractions in Hawaii during 1988 was approximately 21,945,000, according to the annual cultural census conducted by the Department of Business and Economic Development. During the 1987-1988 season, 12 professional, community, college, and military theater groups on Oahu presented 1,610 performances of 385 dramatic or musical productions, viewed by 1,249,000 persons.

The attendance at museums and other attractions represented an all-time high, exceeding the 1987 total by 16.8 percent and the 1986 estimate by 38.2 percent. The 1987-1988 figure for the performing arts on Oahu surpassed the previous year by 42.7 percent and far exceeded the previous record of 1.09 million, attained in 1984-1985.

Oahu accounted for 36 of the State's 74 museums and related facilities, with attendance at such attractions amounting to 13.5 million. The Big Island was second, with 12 attractions and 6.9 million in attendance. Maui ranked third, with an attendance total of 988,000, followed by Kauai (with 488,000) and Molokai (with 19,000).

The leading attraction in the State was again the National Memorial Cemetery of the Pacific, which was visited by 5.6 million persons during 1988. Two facilities at Hawaii Volcanoes National Park ranked second and third, the Jagger Museum (with 1.9 million) and the Kilauea Visitor Center (1.8 million). The U.S.S. Arizona Memorial reported 1,778,000 visits, putting it in fourth place.

Ballets, concerts, operas, rock shows, and other dramatic and musical productions presented in facilities of the City and County of Honolulu Department of Auditoriums during the year ended June 30, 1988, numbered 129. The 274 performances of these productions were viewed by 659,000 persons.

The Honolulu Symphony Orchestra gave 127 performances with a total attendance of 185,000.

These statistics exclude Federal, State, or County parks in which the chief appeal is scenic or recreational rather than cultural, libraries, the performing arts on the Neighbor Islands and cultural attractions that are only incidental to other features.

Attendance figures should be interpreted with considerable caution. They take no account of either length of stay or the educational, aesthetic, or recreational quality of the individual's experience. It may be noteworthy, for example, that the most popular attraction on Kauai, a rather nondescript historical monument, owes its surprisingly high annual visitor count primarily to the fact that its restrooms are convenient to tour buses on the Waimea Canyon route.

The present survey is the 20th conducted by DBED. The first, reporting data for 1962, appeared in Statistical Report 12, and the second, with 1967 statistics, was published in Hawaii Tourism Data Book 1969. The most recent figures, some of which have been revised for the present report, were initially issued in DBED Statistical Report 209, and were later summarized in The State of Hawaii Data Book 1988. 1/

These statistics were compiled by the DBED Research and Economic Analysis Division in a mail and telephone survey of the facilities and groups listed in the accompanying tables. The cooperation of these organizations is gratefully acknowledged.

1/ "Attendance at Cultural Attractions, 1987" (Statistical Report 209, September 1988); The State of Hawaii Data Book 1988: A Statistical Abstract (November 1988), tables 229-233.

Table 1  
ATTENDANCE AT MUSEUMS AND OTHER ATTRACTIONS,  
BY ISLANDS: 1984 TO 1988

| Island                   | 1984 1/    | 1985 1/    | 1986 1/    | 1987 1/    | 1988       |
|--------------------------|------------|------------|------------|------------|------------|
| NUMBER OF<br>ATTRACTIONS |            |            |            |            |            |
| State total              | 59         | 62         | 67         | 70         |            |
| Oahu                     | 32         | 31         | 35         | 35         | 36         |
| Hawaii 2/                | 8          | 10         | 11         | 12         | 12         |
| Maui 3/                  | 9          | 10         | 10         | 13         | 14         |
| Kauai                    | 8          | 9          | 9          | 8          | 9          |
| Molokai                  | 2          | 2          | 2          | 2          | 3          |
| ATTENDANCE               |            |            |            |            |            |
| State total              | 13,135,696 | 14,705,894 | 15,881,948 | 18,793,232 | 21,944,703 |
| Oahu                     | 11,543,012 | 11,653,784 | 12,630,279 | 13,078,879 | 13,541,445 |
| Hawaii 2/                | 599,345    | 1,631,231  | 1,837,180  | 4,286,157  | 6,908,749  |
| Maui 3/                  | 441,502    | 895,215    | 897,085    | 928,461    | 988,207    |
| Kauai                    | 538,833    | 509,152    | 502,638    | 486,528    | 487,593    |
| Molokai                  | 13,004     | 16,512     | 14,766     | 13,207     | 18,709     |

1/ Revised from previous reports in this series.

2/ Excludes Wahaula Visitor Center before 1987. Kilauea Visitor Center total for 1985 apparently underreported and not comparable to other years.

3/ Lahaina Restoration Foundation attractions are counted separately.

Source: DBED mail and telephone surveys.

Table 2  
ATTENDANCE AT MUSEUMS AND OTHER CULTURAL  
ATTRactions: 1986 TO 1988

[Calendar year data unless otherwise specified. Some 1986  
and 1987 data have been revised]

| Island and cultural attraction  | 1986       | 1987       | 1988       |
|---|------------|------------|------------|
| State total   | 15,881,948 | 18,793,232 | 21,944,703 |
| Oahu  | 12,630,279 | 13,078,879 | 13,541,445 |
| Bernice P. Bishop Museum 1/   | 278,083    | 246,113    | 362,906    |
| Contemporary Arts Center 2/   | 25,500     | 26,700     | 32,100     |
| Damien Museum and Archives  | 10,618     | 8,814      | 11,026     |
| Dole Cannery tours  | 154,964    | 160,000    | 350,000    |
| Foster Botanic Garden   | 61,015     | 59,352     | 57,532     |
| Fred Ohrt Museum  | 3,593      | 5,221      | 3,334      |
| Harold L. Lyon Arboretum 1/   | (NA)       | (NA)       | 11,795     |
| Hawaii Maritime Center 3/   | 105,000    | 100,000    | 1,952      |
| Hawaii Nature Center  | 13,479     | 14,681     | 23,142     |
| Honolulu Academy of Arts 4/   | 280,842    | 258,789    | 230,736    |
| Honolulu Zoo  | 801,418    | 758,485    | 875,825    |
| Hoomaluhia Park   | 52,868     | 55,265     | 59,323     |
| Iolani Palace State Monument 1/   | 72,000     | 76,000     | 72,000     |
| Mission Houses Museum 5/  | 26,573     | 27,035     | 26,746     |
| Moanalua Gardens Foundation 6/  | 8,243      | 11,116     | 10,318     |
| Mormon Temple Grounds (Church of<br>Jesus Christ of Latter-Day Saints,<br>Hawaii Temple Visitor's Center) | 216,995    | 239,698    | 232,767    |
| National Memorial Cemetery of<br>the Pacific  | 5,122,003  | 5,343,973  | 5,623,916  |
| Pacific Submarine Museum 7/   | 40,000     | 20,000     | -          |
| Paradise Cove Luau Park   | 239,767    | 307,603    | 298,198    |
| Paradise Park   | 225,153    | 258,208    | 215,677    |
| Polynesian Cultural Center  | 870,000    | 1,001,708  | 991,500    |
| Puu o Mahuka Heiau State Monument 1/  | 11,000     | 9,000      | 7,000      |
| Queen Emma Summer Palace .  | 26,298     | 18,209     | 23,793     |
| Royal Mausoleum State Monument 1/   | 76,000     | 77,000     | 74,000     |
| Sea Life Park   | 684,530    | 758,978    | 739,041    |
| Senator Fong's Plantation and<br>Gardens 8/   | -          | -          | 32,578     |
| Tropic Lightning Historical Center  | 9,100      | 7,000      | 4,500      |
| Ulu Po Heiau State Monument 1/ .  | 5,000      | 4,000      | 2,000      |
| U.S. Army Museum, Ft. DeRussy .   | 109,711    | 91,341     | 108,123    |
| U.S.S. Arizona Memorial .   | 1,809,080  | 1,845,557  | 1,778,347  |
| Visiting either Memorial or<br>Visitor Center   | 1,435,885  | 1,522,635  | 1,462,395  |
| Aboard non-landing tour boats   | 373,195    | 322,922    | 315,952    |
| U.S.S. Bowfin WWII Submarine<br>Exhibit 9/  | 284,202    | 206,610    | 245,742    |
| University of Hawaii Art Gallery  | 50,000     | 50,000     | 50,000     |
| Wahiawa Botanic Garden .  | 17,696     | 17,369     | 17,400     |
| Waikiki Aquarium 10/  | 330,071    | 332,219    | 301,232    |
| Waimea Falls Park   | 601,477    | 672,835    | 654,896    |

|                                      |           |           |           |
|--------------------------------------|-----------|-----------|-----------|
| Waipahu Cultural Garden Park         | 8,000     | 10,000    | 12,000    |
| Hawaii                               | 1,837,180 | 4,286,157 | 6,908,749 |
| Hawaii Tropical Botanical Gardens    | 32,000    | 34,000    | 33,051    |
| Greenwell Store Museum               | 5,000     | 5,100     | 5,000     |
| Hulihee Palace                       | 21,350    | 24,635    | 25,470    |
| Jagger Museum 11/                    | -         | 1,373,000 | 1,900,000 |
| Kamuela Museum .                     | 16,000    | (NA)      | (NA)      |
| Kealahou Bay State Historical        |           |           |           |
| Park 1/                              | 36,000    | 57,000    | 62,000    |
| Kilauea Visitor Center.              | 1,055,000 | 1,310,000 | 1,800,000 |
| Lapakahi State Historical Park 1/    | 71,000    | 65,000    | 69,000    |
| Lyman House Memorial Museum 11/      | 20,199    | 15,252    | 16,414    |
| Panaewa Rainforest Zoo               | 53,212    | 67,170    | 69,814    |
| Parker Ranch Historic Homes 12/      | -         | -         | (NA)      |
| Parker Ranch Visitor Center          | 27,419    | 23,000    | 28,000    |
| Volcano Art Center                   | 500,000   | 750,000   | 1,500,000 |
| Wahaula Visitor Center               | (NA)      | 562,000   | 1,400,000 |
| Maui                                 | 897,085   | 928,461   | 988,207   |
| Alexander & Baldwin Sugar Museum 13/ | -         | 5,406     | 24,517    |
| Halekii-Pihana Heiaus State          |           |           |           |
| Monument 1/                          | 50,000    | 22,000    | 38,000    |
| Hale Waiawai O Hana                  | 8,587     | 9,938     | 8,266     |
| Kula Gardens                         | 22,540    | 18,150    | 19,750    |
| Lahaina Restoration Foundation       | 167,724   | 179,878   | 174,827   |
| Baldwin Missionary Home Museum       | 43,454    | 47,400    | 46,302    |
| Brig Carthaginian 14/                | 76,835    | 78,278    | 52,185    |
| Hale Pa'ahao (Old Lahaina            |           |           |           |
| Prison) 15/                          | -         | -         | 17,650    |
| Hale Pa'i                            | 7,615     | 6,500     | 6,200     |
| Kalaupapa Lighthouse Lens Exhibit 16 | -         | 11,500    | 19,910    |
| Wo Hing Temple                       | 39,820    | 36,200    | 32,580    |
| Maui Historical Society Museum       | 18,234    | 18,306    | 17,682    |
| Maui Tropical Plantation             | 550,000   | 451,000   | 455,000   |
| Maui Zoological & Botanical Gardens  | 80,000    | 80,000    | 67,000    |
| Whalers Village Museum 17/           | (NA)      | 143,783   | 183,165   |
| Kauai                                | 502,638   | 486,528   | 487,593   |
| Coco Palms Zoo                       | 6,142     | 6,142     | 6,142     |
| Grove Farm Homestead .               | 4,901     | 4,379     | 4,408     |
| Hanalei Museum .                     | 6,500     | 6,500     | 6,500     |
| Haraguchi Rice Mill Museum 18/.      | -         | -         | 350       |
| Kauai Museum 19/                     | 25,345    | 28,748    | 29,268    |
| Kokee Natural History Museum         | 83,485    | 83,979    | 95,213    |
| Olu Pua Gardens                      | 6,696     | (NA)      | (NA)      |
| Pacific Tropical Botanical Garden    | 6,899     | 10,500    | 12,000    |
| Russian Fort Elizabeth State         |           |           |           |
| Historical Park 20/                  | 359,000   | 343,000   | 331,000   |
| Waioli Mission House                 | 3,670     | 3,280     | 2,712     |
| Molokai                              | 14,766    | 13,207    | 18,709    |
| Kalaupapa Settlement .               | 6,737     | 8,395     | 7,900     |
| Molokai Ranch Wildlife Park 21/      | 8,029     | 4,812     | 5,919     |
| R.W. Meyer Sugar Mill 22/            | -         | -         | 4,890     |

- NA Not available.
- 1/ Years ended June 30.
  - 2/ Includes both the Makiki Heights facility opened in October 1988 (5,000 between October 22 and December 31, 1988) and the Honolulu Advertiser Gallery (27,100 for entire year).
  - 3/ Closed for renovation during first 11 months of 1988.
  - 4/ Includes Academy Theatre (85,697 in 1986, 82,135 in 1987, and 56,151 in 1988).
  - 5/ Total admissions for calendar years. Before 1986, data referred to years ended September 30, and were limited to paid admissions.
  - 6/ Includes regular admissions (1,382 in 1986, 1,024 in 1987, NA in 1988) and school program (6,861 in 1985-86, 10,092 in 1986-87, and 10,318 in 1987-88).
  - 7/ Closed at end of May 1987.
  - 8/ Opened April 11, 1988.
  - 9/ Closed March 2-April 6, 1987 and April 23-June 19, 1987.
  - 10/ Includes both adult (210,433 in 1988) and child (90,799) attendance. Closed several months during 1988 or renovation.
  - 11/ Opened January 13, 1987.
  - 12/ Officially opened December 1, 1988.
  - 13/ Opened July 15, 1987.
  - 14/ Closed September 1, 1988 to April 1, 1989 for repairs.
  - 15/ Opened in April 1988.
  - 16/ Opened April 1987.
  - 17/ Opened in mid-1986.
  - 18/ To open officially in 1989.
  - 19/ Years ended December 31, 1986 and 1988 and September 30, 1987.
  - 20/ Years ended June 30. Attendance estimates reflect heavy use of restrooms by tour bus passengers.
  - 21/ Closed part of 1987 for maintenance.
  - 22/ Opened to general public December 5, 1988.
- Source: DBED mail and telephone surveys.

Table 3  
PERFORMING ARTS STATISTICAL SUMMARY, FOR  
OAHU: 1977-1978 TO 1987-1988 SEASONS

| Season    | Number<br>of groups<br>reporting | Productions | Performances | Attendance |
|-----------|----------------------------------|-------------|--------------|------------|
| 1977-1978 | 12                               | 254         | 1,513        | 850,802    |
| 1978-1979 | 12                               | 219         | 1,024        | 766,018    |
| 1979-1980 | 12                               | 183         | 1,178        | 723,581    |
| 1980-1981 | 13                               | 254         | 1,128        | 830,585    |
| 1981-1982 | 12                               | 500         | 1,300        | 804,647    |
| 1982-1983 | 13                               | 502         | 1,376        | 936,821    |
| 1983-1984 | 13                               | 695         | 1,734        | 1,060,367  |
| 1984-1985 | 12                               | 773         | 1,809        | 1,086,930  |
| 1985-1986 | 12                               | 353         | 1,245        | 845,328    |
| 1986-1987 | 12                               | 439         | 1,354        | 875,063    |
| 1987-1988 | 12                               | 385         | 1,610        | 1,248,828  |

Source: DBED mail and telephone surveys.

Table 4  
HONOLULU SYMPHONY ORCHESTRA:  
1977-1978 TO 1987-1988

| Season       | Average number<br>of orchestra<br>personnel |     | Number of<br>performances | Operating<br>Total<br>attendance | expenses<br>(dollars) |
|--------------|---|-----|---------------------------|----------------------------------|-----------------------|
| 1977-1978    | 75  | 109 | 194,474                   | 1,980,720                        |                       |
| 1978-1979    | 75  | 118 | 192,413                   | 2,398,020                        |                       |
| 1979-1980    | 75  | 122 | 186,135                   | 2,189,172                        |                       |
| 1980-1981    | 80  | 107 | 155,622                   | 2,211,082                        |                       |
| 1981-1982    | 80  | 109 | 168,900                   | 2,627,293                        |                       |
| 1982-1983    | 80  | 142 | 204,193                   | 2,817,196                        |                       |
| 1983-1984    | 80  | 133 | 194,600                   | 2,562,500                        |                       |
| 1984-1985    | 80  | 120 | 167,500                   | 2,966,700                        |                       |
| 1985-1986    | 80  | 137 | 208,370                   | 3,053,257                        |                       |
| 1986-1987 1/ | 80  | 85  | 139,703                   | 2,394,804                        |                       |
| 1987-1988    | 79  | 127 | 184,897                   | 4,143,347                        |                       |

1/ Season shortened by musicians' strike, Aug. 8-Nov. 26, 1986.  
Source: Honolulu Symphony Society, records.

Table 5  
PERFORMING ARTS, FOR OAHU:  
1987-1988 SEASON

| Name of organization and<br>type of performance | Productions | Performances | Attendance |
|---|-------------|--------------|------------|
| All reporting groups .                          | 385         | 1,610        | 1,248,828  |
| Brigham Young University - Hawaii Campus .      | 5           | 18           | 4,000      |
| Chaminade University of Honolulu                | 2           | 9            | 600        |
| Hawaii Loa College                              | 4           | 4            | 280        |
| Honolulu Community Theatre                      | 8           | 1254         | 7,702      |
| Honolulu Department of Auditoriums, total       | 129         | 274          | 658,899    |
| Ballets .                                       | 1           | 6            | 11,099     |
| Concerts  | 90          | 170          | 377,290    |
| Operas  | 3           | 9            | 16,313     |
| Rock shows                                      | 12          | 15           | 87,462     |
| Other dramatic and musical productions          | 23          | 74           | 166,735    |
| Honolulu Theatre for Youth                      | 7           | 324          | 144,592    |
| Leeward Community College .                     | 65          | 239          | 106,310    |
| The Starving Artists' Theatre Company           | 6           | 172          | 32,800     |
| Adults  | 6           | 52           | 2,800      |
| Children  | 4           | 120          | 30,000     |
| U.S. Army Support Command, total 1/             | 125         | 184          | 193,372    |
| Army Community Theatre's musical                | 4           | 28           | 10,331     |
| DOD/USO touring shows                           | 15          | 46           | 16,808     |
| Showmobile activities                           | 36          | 36           | 114,212    |
| Soldier bands and jam sessions .                | 67          | 67           | 16,021     |
| Special events                                  | 3           | 7            | 36,000     |
| University of Hawaii at Manoa                   | 20          | 110          | 39,917     |
| Windward Theater Guild                          | 4           | 23           | 1,672      |

Source: DBED mail and telephone survey.